

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

1. A method of providing customized wallpaper, the method comprising:
 - (a) displaying copies of basic designs for wallpaper on a medium suitable for customer viewing, each of the basic designs comprising contiguous panel portions, one or more contiguous panel portions being selectable by a customer, the basic designs not having repeating patterns, and customer-selectable portions of the basic designs providing coherent subdesigns;
 - (b) receiving wallpaper customizing information from a customer, the information comprising selection of at least one basic design and at least one coherent subdesign within the selected basic design;
 - (c) relaying the customizing information to a source for customizing an existing digital image of the selected basic design, the customizing comprising incorporating the subdesign selection to the digital image to produce a customized digital image; and
 - (d) printing the customized digital image onto a suitable medium for decorative use.
2. The method of Claim 1, wherein the displaying of copies of basic designs comprises displaying on paper.
3. The method of Claim 1, wherein the displaying of copies of basic designs comprises displaying on a video display unit, the unit being in electronic communication with a computer-readable memory containing stored digital images of the designs.
4. The method of Claim 1, wherein the receiving of wallpaper customizing information further comprises receiving features personal to the customer, which are then relayed to the source for customizing an existing digital image of the selected basic design, and the customizing comprises incorporating the features personal to the customer to the digital image to produce a customized digital image.
5. The method of Claim 1, wherein the receiving of wallpaper customizing information comprises receiving selection of only a central contiguous portion of the basic design, excluding end portions of the design.
6. The method of Claim 1, wherein the receiving of wallpaper customizing information comprises receiving selection of a contiguous portion of the basic design, including at least one of the end portions of the design.

7. The method of Claim 1, wherein the relaying of customizing information comprises relaying by electronic mail.

8. The method of Claim 1, wherein the printing comprises:
(a) downloading the customized digital image onto a raster image processor;

(b) creating a mirror image of a visual design corresponding to the customized digital image on a substrate; and

(c) transferring the visual design onto a wallpaper substrate by heat lamination.

9. The method of Claim 1, further comprising, after printing, the application of a protective coating over the customized wallpaper.

10. The method of Claim 1, wherein the printing comprises transforming the customized digital image into a visual image, printing a reverse image of the visual image onto transfer paper, heat laminating the transfer paper image to a wallpaper substrate, applying a wet-transfer process to the combined transfer paper and wallpaper substrate, and removing the transfer paper and excess toner from the wallpaper substrate to produce a wallpaper with design printed thereon.

11. The method of Claim 1, wherein the printing comprises printing with an ink-jet printer directly onto a wallpaper substrate.